

**Marketing:** School Year \_\_\_\_\_  
**International Business And Marketing**  
**Course Code # 5015** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**1 Credit** \_\_\_\_\_ **2-3 Credits** \_\_\_\_\_

Standards to be completed for 1 credit are identified with one asterisk (\*). A work-based component for 2-3 additional credits is identified by two asterisks (\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: 1 credit = 40, with Work-Based Learning = 44	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will compare the way in which business and marketing is conducted domestically versus internationally.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Define and examine international business and the marketing environment			
1.2	Analyze international and domestic business and marketing activities			
1.3	Assess the sources of assistance for international business and marketing			
1.4	Evaluate the uses of technology in the global market			
1.5	Evaluate the impact of international business and marketing to the local and state economies			

**\*Standard 2.0 The student will evaluate the social and cultural differences among nations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Appraise how cultures and subcultures influence business and marketing			
2.2	Inspect the types of values that vary from culture to culture			
2.3	Analyze the components of social organization that affect cultures			
2.4	Choose the verbal and nonverbal communication appropriate for various cultures			

**\*Standard 3.0 The student will evaluate economic considerations and systems in international business and marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Describe the basic economic principles affecting international business/marketing			
3.2	Analyze the types of economic systems			
3.3	Evaluate economic principles affecting international trade			
3.4	Examine levels of economic progress and development			

**\*Standard 4.0 The student will analyze the management and marketing principles of international business and marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Evaluate the role of entrepreneurs in a global economy			
4.2	Compare the function, product, and geography of organizational structures			
4.3	Evaluate the most common types of training and development for international personnel			
4.4	Evaluate various market segments to select a target market			
4.5	Appraise various methods of data collection for use in international marketing research			
4.6	Compare branding and packaging techniques used in global markets			
4.7	Propose product opportunities for international marketing			
4.8	Assess unique pricing factors for global markets			
4.9	Relate the steps involved in advertising for global markets			

**\*Standard 5.0 The student will evaluate legal, ethical, and financial considerations for international business and marketing transactions.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Compare how governments can impact international trade			
5.2	Examine the major types of taxes placed on businesses and individuals by governments around the world			
5.3	Identify and distinguish between types of trade agreements			
5.4	Define and analyze the steps of importing and exporting			
5.5	Examine how currency systems and money affect international trade			
5.6	Appraise the various methods of payment and financing sources used in international trade			
5.7	Inspect the components of international law and how they protect businesses			

5.8	Explore legal avenues to solve international disputes		
5.9	Analyze the activities of international bond and stock markets		
5.10	Compare the use of equity and debt capital in international businesses		
5.11	Categorize the types of international financial institutions		
5.12	Evaluate the types of risks and risk management in the international business environment		

**\*Standard 6.0 The student will prepare international communication and trade documentation.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Differentiate between various documents used for international trading			
6.2	Analyze the use of computers in preparing communication and documentation of an international business			
6.3	Identify and examine software applications commonly used in international business operations			

**\*Standard 7.0 The student will apply organizational and professional leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Assess the leadership skills integral to BPA, DECA, and/or FBLA			
7.2	Solves problems utilizing role-play, team decision-making and VSO projects			
7.3	Demonstrates leadership skills as a team member responsible for a group project or VSO activity			

**\*\*Standard 8.0 The student will analyze how international business and marketing principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Apply principles of international business and marketing to a work-based situation			
8.2	Integrate time management principles in organizing a personal schedule to include school, work, social and other activities			
8.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
8.4	Employ the principles of safety to the work-based experience			

Additional comments:

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